

**REMARKS/ARGUMENTS**

The rejections presented in the Office Action dated August 9, 2007 (hereinafter Office Action) have been considered. Claims 41-67 remain pending in the application. Reconsideration of the pending claims and allowance of the application in view of the present response is respectfully requested.

Claims 1, 2, 4-7, 10-32 and 34-40 are rejected based on 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,950,173 to Perkowski (hereinafter "Perkowski") in view of U.S. Patent No. 6,122,520 to Want et al. (hereinafter "Want"). Applicants respectfully traverse the rejections. However, in order to facilitate prosecution, the Applicants have cancelled Claims 1, 2, 4-7, 10-32 and 34-40 and added new Claims 50-67 in lieu of further amendments. Thus, without acquiescence of the rejection or reasons therefor, the Applicants reserve the right to file continuing applications involving the original subject matter of the application, including that subject matter associated with original Claims 1-40. As a result, the rejections to Claims 1, 2, 4-7, 10-32 and 34-40 are now moot.

Applicants submit that newly added Claims 50-67 are fully supported in the Application as filed, therefore no new matter has been added. Further, Claims 50-67 are allowable over the combination of Perkowski and Want. The combination of Perkowski and Want at least fails to teach or suggest a centralized datastore independent of supply chain entities, and particular instances of first and second assets marked with URLs and forming an assembly as set forth in these claims. While there may be other deficiencies in

the combination of Perkowski and Want, this combination at least fails to teach or suggest all the limitations of Claims 50-67 for the reasons set forth above. Thus Applicant submits that Claims 50-67 are in condition for allowance.

Authorization is given to charge Deposit Account No. 50-3581 (HONY.030PA) any necessary fees for this filing. If the Examiner believes it necessary or helpful, the undersigned attorney of record invites the Examiner to contact the undersigned attorney to discuss any issues related to this case.

Respectfully submitted,

HOLLINGSWORTH & FUNK, LLC  
8009 34<sup>th</sup> Avenue South, Suite 125  
Minneapolis, MN 55425  
952.854.2700

Date: October 31, 2007

By: 

William B. Ashley  
Reg. No. 51,419